

METHOD AND SYSTEM TO SAVE CONTEXT FOR DEFERRED TRANSACTION  
VIA INTERACTIVE TELEVISION

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ABSTRACT OF THE DISCLOSURE

10 A viewer can save content and context related to a transaction  
conducted via an interactive television system. The transaction can involve  
obtaining information or ordering goods/services available from the Internet via the  
interactive television system. As an example, while the viewer is watching a  
television commercial on a first screen, the viewer can defer a transaction, capable  
of being conducted on a second screen, related to a product advertised in the  
television commercial or defer the viewing of the television commercial itself.  
15 Information related to the television commercial may be saved in a shopping cart for  
subsequent processing. Later, when the viewer wishes to continue the transaction  
or view the television commercial, the viewer may retrieve the shopping cart  
information, replay the television commercial, and then complete of the previously  
deferred transaction.

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